



AUSTRALIAN MARKETING INSTITUTE

EDUCATIONAL MEMBERSHIP

INFORMATION AND APPLICATION



THE PROFESSIONAL ASSOCIATION FOR MARKETERS

www.ami.org.au

T: 02 8256 1650 E: membership@ami.org.au

The Australian Marketing Institute is the professional association for marketers

We represent professional marketers across all disciplines; industries and company sizes.

One in two adults in the working population have something to do with marketing in their roles i.e. acquiring customers; retaining customers or improving the customer experience. **That is over 6 million people!**

While many roles are under threat of automation, creative professions such as Marketing are not yet one of them. Marketing is experiencing strong double digit jobs growth and will most likely continue to do so. In the Federal Government Jobs 2016 report Customer Experience Marketing is Top 5 ranked growth professions to 2035.

We believe that collaboration, accountability, learning and professional standards are important to the growth of the dynamic marketing profession.

AMI is investing in the growth of the marketing industry and **nurturing students and new graduates**. Our purpose is to provide cutting edge marketing theory and practice to fuel progress in the careers of Marketers.

Educational Corporate Membership of the Australian Marketing Institute

is an affordable way to develop and maintain Marketing talent capability. It is necessary to sustain your staff's competitive advantage. It demonstrates your investment in ongoing professional development for your team. It assists you to build and maintain a customer centric culture.

Why Join AMI?

A core part of the AMI's value proposition is serving as the intersection where academia meets industry.

- ☛ Industry requires cutting edge research to stay ahead;
- ☛ Students and researchers want to be noticed, heard, continuously skilled and gainfully employed;
- ☛ Academics seek to have their work seen by more than current students and/or internal peers;
- ☛ Universities seek to further their industry engagement to be relevant, as well as to attract future students drawn by their positive impression of the institution – members may be considering studying for the first time with undergraduate study or to further their existing expertise through postgraduate study.

AMI Emerging Marketers Program Entry



The AMI Mentoring Program is specifically tailored to assist students and recent graduates as they move into the workforce. Through the AMI Mentor Program, entry level marketers can receive career advice and guidance from a senior marketer with valuable marketing experience. The program provides senior marketers with the opportunity to share their extensive knowledge and/or skills, gain a better understanding of the next generation of marketers and if relevant, accrue credit towards their CPM qualification.

Key Educational Membership Benefits

Professional Benchmark for Marketers

Certified Practising Marketer designation



is awarded to individuals that have acquired knowledge equivalent to a marketing degree, either from formal education or experiential learning; have demonstrated skills in the application of this knowledge for at least five (5) years and have made a commitment to maintaining a high level of knowledge and skill in the practice of marketing.

Educational Membership provides you access to the Certified Practising Marketer (CPM) accreditation program free of charge. **Save \$100 per application!**

Participation in the CPM Program is a valuable investment in the training and development of your marketing team.

Accreditation

As the association for marketing professionals, it is vital for the AMI to be involved in the education of people who enter the profession. Through the accreditation process the application of AMI's imprimatur will influence ongoing marketing curriculum development. AMI Accreditation will provide your institution a recognition by the peak Marketing professional body as a university dedicated to preparing the next generation of marketing professionals to meet industry needs.



Thought Leadership

Submission of your papers and thought leadership content to be viewed by AMI members (which includes industry leaders and potential future students seeking the right university for them).

Contribution may include: thought leadership pieces and topical blog articles on *Marketing Voice* website, relevant to news/trends occurring at present.

The AMI releases bi-monthly a *Marketing Update* and fortnightly content newsletters to members and other AMI affiliated subscribers.

Within these newsletters, links with titles and authors for the above-mentioned content will be listed, readers can click to read publicly accessible thought leadership and *Marketing Voice* blog articles published at marketingvoice.ami.org.au.



Discounts on events and customised training opportunities

Working with experienced marketing learning facilitators, AMI customised workshops can be developed to suit key education requirements of your team.



As a member and partner of the AMI, your institution would have the opportunity to access our Media Kit at member pricing, which can help to amplify your messages to over 55,000 people.

Marketing Course Accreditation, Endorsement and Recognition

As the association for marketing professionals, it is vital for the AMI to be involved in the education of people who enter the profession. Through the accreditation process the application of AMI's imprimatur will influence ongoing marketing curriculum development.



AMI Accreditation will provide your institution a recognition by the peak Marketing professional body as a university dedicated to preparing the next generation of marketing professionals to meet industry needs.

Our key focus of the Accreditation, Endorsement or Recognition process is to provide educators with industry feedback, knowledge, and experience for curriculum development and improvement, which will ensure continued professional relevance for marketing graduates.

Accreditation Process

The Australian Marketing Institute's process entails accreditation / endorsement / recognition (validating that standards are met) and peer review to promote high standards of marketing education, to stimulate self-analysis, and to assist the institution under review to achieve its objectives. The review is conducted in a collegiate manner that includes consultation, advice, and feedback.

For more information, visit

hub.ami.org.au/event/Home/accreditation-endorsement-and-recognition.html

The Investment

> First 10 representatives

\$3,940 including GST

Total saving is \$960 (\$96 per new member)

> 25 representatives

\$8,965 including GST

Total saving is \$3,285 (\$131 per new member)

> 50 representatives \$16,590 including GST

Total saving is \$7,910 (\$158 per new member)

For **20 academics**, it will be \$7,290.00 incl. GST.

Your students can become AMI Student corporate members:

> 1-100 students

\$40.00 (inc GST) per student

> 101 or more students

\$35.00 (inc GST) per student

Special Conditions

1. Each member is eligible to be individually graded and assessed for CPM. Postnominals and CPM accreditation are awarded to the individual not the organisation and as such are not transferable.
2. Individuals covered by Educational Membership who leave the organisation before the annual renewal date forfeit their membership benefits and entitlements upon receipt of notice from the Educational Member. Individuals no longer covered by Educational Membership may continue their membership if they apply to transfer to another Educational Member or join as an Individual Professional Member.
3. There will be no refunds of fees for individuals who leave an Educational Membership at any time during the period of membership. Substitute or replacement employees may be enrolled under the Educational Membership.
4. Employees may be added, at the appropriate fee, to the organisation's Educational Membership at any time during the period of membership, regardless of the Educational Membership expiry date.



Membership Privileges

The Institute also provides an array of preferential rates and discounts, which support members' careers and commercial needs while providing real savings and value including: Magazine Subscriptions, Media Auditing, Professional Indemnity Insurance. As a member and partner of the AMI, your institution would have the opportunity to access our Media Kit at member pricing, which can help to amplify your messages to over 60,000 people. For full details, please refer to the AMI website.



Individual Member Benefits:

As Individual Members of the AMI, employees and students of your Institution will have access to:

- ✔ FREE monthly webinars with leading marketing professionals
- ✔ FREE access to the AMI online content library, including recorded webinars
- ✔ 30% discount on all AMI classroom training, events, and award entries
- ✔ Member preferential rates and discounts
- ✔ Exclusive discounts with AMI partner organisations for events and content
- ✔ Up to \$800 savings on Professional Indemnity Insurance
- ✔ Eligibility to participate as an Awards Judge, Emerging Marketer Mentor and more.

JOIN US!

As a member of the Australian Marketing Institute you and your organisation will benefit from the programs available to you, from the opportunities for continuing education and development, from the advocacy of the Institute and from sharing ideas and knowledge with fellow professionals.

The Australian Marketing Institute offers:

- ✔ A respected and authoritative voice for the profession
- ✔ Strong advocacy on behalf of the marketing profession
- ✔ The opportunity to achieve career advancement and enhanced credibility in the profession through professional development programs
- ✔ Access to the latest information on marketing practice
- ✔ Networking with fellow practitioners
- ✔ Recognition for your organisation
- ✔ Customised workshops which can be tailored to suit an organisation's key learning requirements



Members are recognised and supported through their marketing careers

EDUCATIONAL MEMBERSHIP

APPLICATION FORM

Your details

If a subsidiary organisation, please provide parent company name in the relevant space.

Organisation Name _____

Registered Office _____

Suburb / Town _____

State _____ Postcode _____

Tel _____ Fax _____

Parent Company (if applicable) _____

Website Address _____

Primary Contact

Please provide details of the person authorised to advise replacements of Educational Corporate Representatives and to receive Renewal Notices. If required, please list yourself as a Corporate Representative.

Title _____ First Name _____

Last Name _____

Position _____

Division / Department _____

Tel _____ Fax _____

Mobile _____

Email _____

Authorisation

Signature _____ Date _____

Name _____

Position _____

Payment details

Australian Marketing Institute ABN 30 000 026 586

This form constitutes a Tax Invoice/Receipt upon payment. All amounts include GST.

Annual Corporate Membership Subscription Fee is \$2,265 (inc GST) for first five (5) representatives per calendar year. Additional Representatives may be registered according to the sliding scale. Please contact AMI Membership for a Membership Subscription fee proposal.

Number of Representatives: [_____]

Payment Amount [\$ _____]

Special Offer Code (if applicable):

[] EFT: ANZ bank **BSB: 012003 Acc No: 326109372**

Name: Australian Marketing Institute. *Please include your Company name as reference.*

[] **Cheque:** Payable to Australian Marketing Institute

[] **Credit Card:**

Card Number: _____ Expiry: _____ CVV: _____

[] Visa [] Mastercard [] Amex

Name on Card: _____

Signature: _____

Corporate Membership is renewable on an annual basis and nominated representatives can be changed at any time.

There are no restrictions on which employees can be nominated as representatives under Corporate Membership. Each nominee will be assessed and graded according to their qualifications and marketing experience.

Corporate Representative

Please complete the details on the form overleaf for each of your Corporate Representatives so grading may be established and certificates issued.

More than 8 representatives? Photocopy the form overleaf as many times as required.

Main business activity

- Advertising
- Communications
- Construction
- Consulting
- Education/Training
- Finance/Banking
- Insurance/Superannuation
- Food/Beverage
- Government/Defence
- Health/Community Services
- Information Technology
- Manufacturing
- Media/Entertainment
- Primary Industry
- Professional Services
- Property
- Publishing/Printing
- Retail
- Science/Technology
- Sport/Recreation
- Telecommunications
- Tourism/Hospitality
- Transport/Logistics
- Utilities
- Other (please specify): _____

Current Organisation

Employees

- < 10 [] 500-999
- 10-49 [] 1000-4999
- 50-99 [] 5000-9999
- 100-499 [] 10000+

Turnover

- < \$100K
- \$100K - \$500K
- \$500K - \$1M
- \$1M - \$5M
- \$5M - \$20M
- \$20M - \$100M
- \$100M - \$500M
- \$500M +

Company Type

- Listed Public
- Unlisted Public
- Proprietary Limited
- Government
- Non-Profit
- Association
- Partnership
- Sole Trader

Marketing areas of interest

You may select more than one

- Advertising
- Content Marketing
- Corporate Social Responsibility (CSR)
- Creativity in Brand, Product or Service Mkt
- Customer Experience (CX) Marketing
- Data Driven Marketing and Advertising
- Digital Marketing (incl. SEO)
- Education
- Financial Services Marketing
- Innovations and Design Thinking
- Integrated Marketing Communications
- Loyalty Marketing
- Marketing Automation
- Marketing Communications: B2C and B2B
- Mobile and Location Based Marketing
- Property Market Marketing
- Public Sector Marketing
- Social Marketing & Social Change
- Non for Profit Marketing
- Social Media and Digital Marketing
- Sponsorship Marketing
- Tourism Marketing

Unless you tick the boxes below, by subscribing to AMI Membership you are agreeing to receive information from the Australian Marketing Institute and its Partners (by email, telephone, text and post) about its products and services.

[] No, I don't want to receive offers and information about AMI products and services

[] No, I don't want to receive information from carefully selected AMI third-party partners about events and offers for marketing professionals

Our privacy policy complies with Privacy Act 1988 and is available on our website at www.ami.org.au

Complete and submit this application form to become a Member of the Australian Marketing Institute

Email: membership@ami.org.au
Mail: Australian Marketing Institute
Membership Services
 PO Box 322, St. Leonard's NSW 2065
Online: www.ami.org.au